

WTHI TV has been a community leader for over 50 years. Since 1954 we have provided the viewers of the Wabash Valley a variety of services and entertainment. The following is not all inclusive but a snap shot of what is provided. The major public service campaigns conducted by WTHI TV were and are: United Cerebral Palsy Telethon, Share Your Thanksgiving food drive, the Gift of Life blood drive, Riley Children's Hospital CMN telethon. We have ran PSAs on air campaigns for: AIDS, Alcohol Abuse, Anti-Crime, Anti-Violence, Breast Cancer and Women's health issues, Drunk Driving, Homeland Security, Fund raising drives (Scouts, Jaycees, United Way, etc) and Drug abuse. WTHI TV locally produced public affairs programs or segments on Children's issues (adoption, AMBER plan, mentoring, etc.) Hunger/poverty/homelessness and fund raising drives. WTHI TV aired news segments on AIDS, Alcohol Abuse, Adult education/literacy, Anti-Crime (safety tips, Crime Watch, etc.), Anti-Smoking, Anti-Violence (domestic abuse, school programs, etc.) Breast cancer and other women's health issues, Drinking during pregnancy, Drunk Driving, Drug Use and Abuse, Homeland Security issues, Hunger/Poverty/Homelessness, and fund raising drives. \ Through on-air campaigns we also supplied aid to local victims of disasters (tornado, fire and flood) and national needs (hurricanes). We pledged approximately \$85,500 to charitable causes or needy individuals, as well as nearly 91,000 pound of food and over 500 pints of blood.

A list of major organizations that we helped included: Catholic Charities, American Cancer Society, Community Blood Center, Goodwill, Habitat for humanity, Lifeline, Mental health Association, Hamilton Center, United Way, Boys and Girls Club, Big Brothers/Big Sisters, Trees Inc., United Cerebral Palsy, Vincennes University, Terre Haute Police Department, Vigo County Sheriff, Chamber of Commerce, Terre Haute North High School.

During an average week we aired 76 :10 second spots, 32 :15 second spots. 44 :30 second spots. Percentage of PSAs during the average week run: 9% from 6 AM to 12 noon. 8% from Noon to 6 PM. 8% from 6 PM to Midnight and 75% from Midnight to 6 AM. About 90% of the PSAs on our station concern local issues.

WTHI TV provides the Wabash Valley with almost 20% of the broadcast day dedicated to local news coverage. 5 newscasts per day and 8 local segments cut ins during national news coverage. The morning and midday newscasts provide local interview segments of 4 minutes of live guest appearances ranging from all of our public service support issues to garden growing. The United Way and the participating agencies have fixed segment schedules each week. Our local commitment to broadcast excellence is supported by our website that provides the information that local research has found to be the most important to our viewers, severe weather coverage. The website provides weather information, news information and links to other sites. WTHI TV has directed many resources to the acquisition and presentation of our on air weather information. Some of our equipment is shared with our educational partners. Indiana State University used our Doplar radar in the safety and security office as well as in the classroom. Vincennes University also uses our Doplar radar and towercams in the classroom. During times of severe weather, WTHI TV commits to providing warning information over any programming, and we have preempted regular programming to provide up to the minute coverage to keep our viewers safe. This has been a station goal for 4 years and is supported by the responses in our yearly research of viewer wants and needs. WTHI TV participates on the AMBER alert and EAS systems committees. Our staff has worked with the Indiana Broadcasters Association and local Civil Defense, to design and implement procedures in our local area.

WTHI TV staff members are involved on boards and committees for many organizations. United Way, YMCA, Boys and Girls Club, Crimestoppers and many more. More information on many of the community outreach programs with more detail include: Weather information via :30 spots to educate about weather issues related to seasonal issues. Winter and the effects of the cold conditions to cars, people, animals. Spring spots to prepare for severe weather (tornados,

thunderstorms, high winds), summer spots to address the heat related issues. WTHI TV also produces 30 minute local weather shows to address the change of seasons and how to prepare for them. Share Your Thanksgiving is an event that WTHI TV has been doing for 20 years. We use our staff and on air resources to generate a food drive to help fill the local food banks and soup kitchens during the holiday season. WTHI TV is also involved in many other community issues and provides a forum via Community news. This 30 second spot runs during all day parts and provides information supplied to us by our viewers via mail, phone, e mail and brochures. It is also supported on our web page.

Rod Garvin